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(54) **SYSTEMS AND METHODS FOR
PREDICTIVE PERSONALIZATION AND
INTELLIGENT ROUTING**

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(57) **ABSTRACT**

Systems and methods for intelligently routing a member of
an organization to a single point-of-contact within an opti-
mized, secure network to address all the member's health-
care needs are described. The disclosed intelligent routing
configurations transform and process, in real-time, vast
amounts of member data to generate aggregated diagnoses
and a member score specific to each member's household.
The scores, among other things, are used to determine an
identification of special needs and an appropriate advocate
within the organization to route the member, and its account
file containing real-time member and household level data.

18 Claims, 17 Drawing Sheets

